

Outline of the Eco-Model City Action Plan

Low Carbon Town Planning with a Focus on the Field of Thermal Energy

- ◆ As Niseko Town has a high demand for thermal energy in the winter season, we plan on actively introducing renewable energy sources in the field of thermal energy, thereby reducing CO₂ emissions.
- ◆ Utilize Niseko's abundant hot springs as a resource: reduce CO₂ emissions by using the drainage water and thermal energy produced by hot spring facilities.

Promotion of Sustainable Tourism

- ◆ Publicize Niseko's environmental initiatives worldwide and establish Niseko's position as an international eco resort.
- ◆ Provide opportunities for tourists and visitors to change their focus from "play" to "environmental conservation". Work with tour operators to promote more environmentally-friendly tourism options such as cycle tourism and the use of footpaths.

Cross-sectoral Initiatives between Tourism and Environment

- ◆ Introduce renewable energy to tourism facilities using investments from tourists.
- ◆ Consider the introduction of taxes such as the accommodation tax. Use this revenue to give back to residents through eco-activities and to set up a system for financing more energy-efficient tourism facilities.
- ◆ Establish an eco-point system for town residents and tourists in order to provide incentives for being more environmentally-friendly while engaging in tourism as well as in their daily lives.
- ◆ Rank tourism operators according to their activities and concern for the environment by introducing an Environmental Quality Certificate System, and thus promoting CO₂ reduction among both tourists and tourism operators.
- ◆ Support initiatives by tourism operators to reduce CO₂ emissions, and introduce CO₂ emission regulations.

Promotion of Energy Saving and Renewable Energy Among the Town Residents

- ◆ Develop initiatives such as the On-Demand Bus further and work towards low-carbon traffic in the region.
- ◆ Decrease waste levels, promote recycling, introduce energy-saving household appliances and ecological housing, promote and support an ecological living environment with independent electricity sources.
- ◆ Convert all schools in town including the Hokkaido International School into environmentally-conscious schools, and conduct environmental education and development of human resources.

Promotion of Renewable Energy in Agriculture and Industry

- ◆ Actively promote the use of Niseko's snow and ice resources for cooling and work towards further development of the agricultural and tourism industries.
- ◆ Support energy conservation and introduce geothermal heat pumps for farms who plan on all-year round farming in order to decrease the use of fossil fuels in the agricultural sector.

Realization of the Smart Community Niseko

- ◆ Establish an energy supply organization, manage it centrally, and regulate the amount of energy used.
- ◆ Use the area in front of Niseko Station as a model area and create a network of renewable energy that produces heat and electricity.



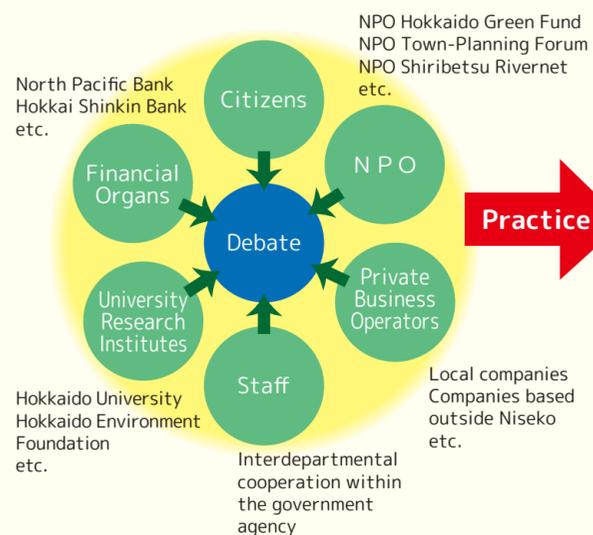
Carbon Dioxide Reduction Goals

Compared to 1990	2016	7% Reduction
	2020	30% Reduction
	2050	86% Reduction

The Concepts Behind the Promotion System and Business Promotion Strategy

Until now, Niseko Town has worked on initiatives and projects in cooperation with town residents, relying on their knowledge and input. We will continue to implement systems and initiatives, in which we cooperate with people working in a variety of different fields, and create systems that encompass the whole area.

Initiatives that unite industry, government, schools, and financial institutions



Projects in Practice

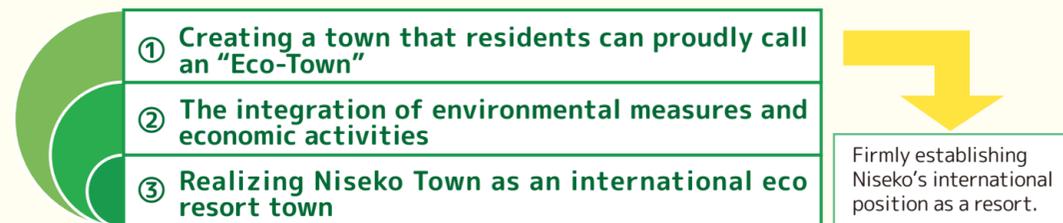


Construction of a system that encompasses the entire region

Niseko Town Eco-Model City Promotion Committee

What Niseko Town Aims to Achieve as an Eco-Model City

Niseko Town's goals as an Eco-Model City are outlined below.



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Niseko Town aims to create a smart community based on the circulation of sustainable resources and made possible through comprehensive town planning. The town is also working towards establishing itself as a trusted international eco resort area.



Eco-Model City Niseko

Eco-Model City: Niseko Town

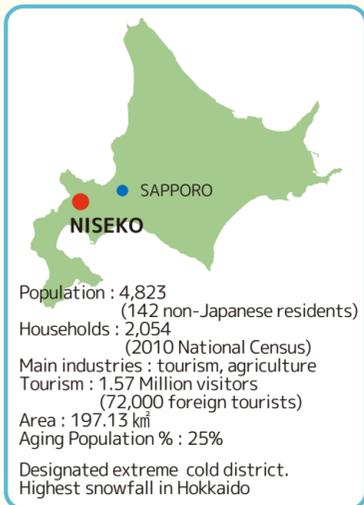
Niseko Town's key industries are tourism and agriculture. As both have their foundation in Niseko's rich natural environment, the "environment" is considered to be Niseko Town's lifeline and thus the reason for implementing environmental policies.

The 5th Comprehensive Plan "Niseko as Eco-Creation City" (2012~2033) includes measures against global warming and initiatives to further the circulation of local resources.

Based on this, the Implementation Plan for Measures against Global Warming was developed, which aims to reduce Niseko Town's CO₂ emissions by 86% from the 1990 level by 2050.

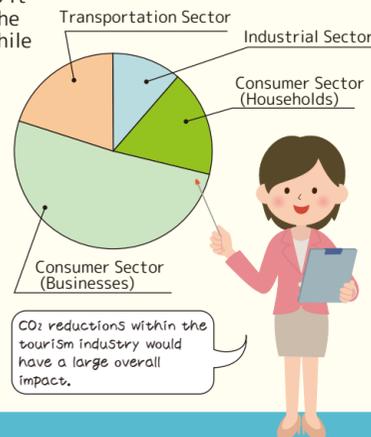
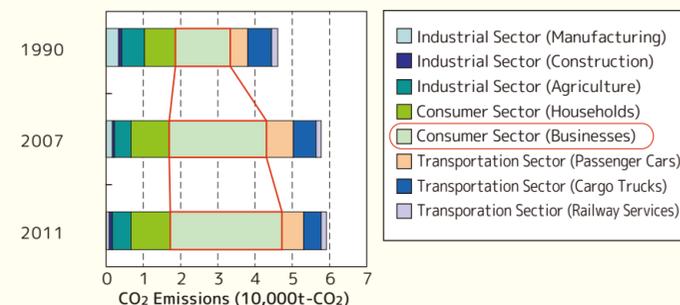
In March 2014 Niseko Town was selected by the Japanese government as Hokkaido's 3rd "Eco-Model City" after Obihiro City and Shimokawa Town. Using this as an incentive, Niseko Town plans to further advance measures against global warming and develop as an international eco resort.

※ A environmental model city is a city that is selected by the Japanese government for pursuing high aims and pioneering challenging initiatives in order to realize a low-carbon society. (As of May 2014 there are 23 selected municipalities)



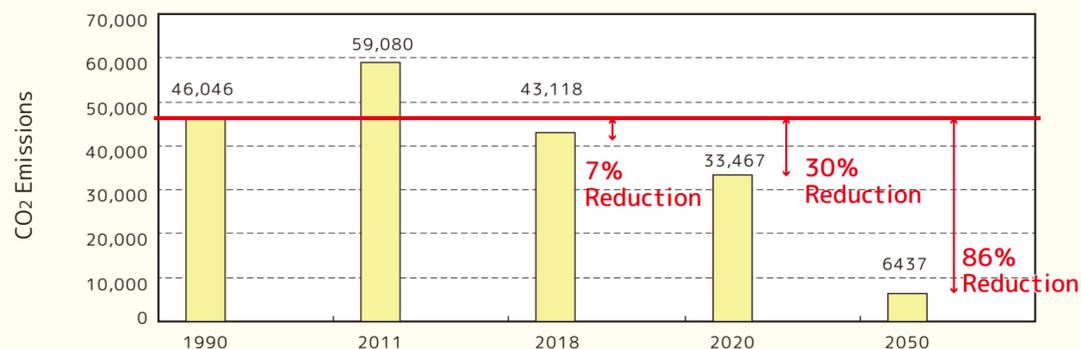
The Present Condition of Niseko Town's CO₂ Emissions

Niseko Town emits 59,080 tons of carbon dioxide every year, and in 2011 the amount of CO₂ emissions saw an increase across all sectors of 13,034t in total or 28% compared to 1990 (base year). Looking at each sector, the emissions of the consumer sector (businesses) have greatly increased while those of the industrial sector (manufacturing) have decreased.



Niseko Town's Goals for CO₂ Reduction

1.5 million tourists visit Niseko Town every year. The number of foreign tourists in particular rises every year and Niseko is increasingly recognized as a "international tourist resort". For Niseko Town, protecting and making use of the existing resources in the area is directly related to protecting the tourism industry. Furthermore, from an international point of view, actively addressing global environmental issues is key to developing Niseko as a world brand. Keeping this in mind, we have set challenging emission reduction targets, demonstrating the area's commitment to environmental conservation.



Niseko Town, Hokkaido

Agricultural land

Developing self sustainable initiatives - 6th Industry



Agricultural produce and "clean" rice storage using snow/ice refrigeration



Resort area (being planned)



- Utilization of geothermal energy and recycling the heat from hot spring water run off.
- Introduction of LED lighting and other energy-saving equipment.
- Geothermal/binary power generation using the hot spring heat.

Green tours



Town area



Geothermal heat pump (public facility)



Solar power generation

Street lights using LEDs

Mountain area (being planned)



Binary power generation

Use of woody biomass

Small-scale hydraulic power generation

Wind power generation

Transport system

Bus services on demand/EV



Green activities



Compost center

Initiatives to conserve Niseko's natural environment

- Natural Parks (Shikotsu-Tōya National Park, Niseko - Shakotan - Otarukaigan Quasi - national Park)
- Niseko Town Basic Environmental Ordinance
- Landscape Ordinance
- Niseko Town Water Supply Source Protection Ordinance
- Groundwater Preservation Ordinance
- Quasi-City Planning

International School Niseko Campus

Opened in 2012



Community FM radio station Niseko

Launched in March 2012
76.2 MHz

Online Broadcasting Service

<http://radioniseko.jp/>



Ongoing initiatives

- Selecting Eco Model City (March 2014)
- National emergency agricultural land re-sectioning project (since 2014)
- Registering Niseko tourism zone (incorporating Niseko, Kutchan and Rankoshi Towns) in July 2014
- Niseko-designated wine development area registered in November 2014